a drive circuit that drives a display segment selected by said selection unit into said diffusing state and unselected display segments into said transparent state;

a light source having a light emitting section that generates light for illuminating said display panel; and

a light guide device having at least one light guide member that guides light from said light source to said display panel, wherein:

said light guide member has a reflecting surface formed at least partially in a parabolic shape, a parabolic arc of said reflecting surface extending substantially in a longitudinal direction of an end surface of said display panel with the light reflected from said reflecting surface entering said end surface, and

said light emitting section of said light source is located substantially at focal point of the parabolic reflecting surface.

6. (Amended) The LCD illuminating device according to claim 2, wherein:

at least two of said light guide member are provided and at least two of said light guide member are located adjacent to either end surface of said transparent substrates, with a thickness of one of said light guide members being substantially the same as a thickness of one of said transparent substrates and a thickness of the other of said light guide members being substantially the same as the sum of a thicknesses of said two transparent substrates.

12. (Amended) The LCD illuminating device according to claim 9, wherein:

said display panel is provided with electrodes at an end portion of said display panel which is substantially parallel to said irradiated part;

said electrodes are connected via a conducting member with a circuit substrate connecting to said drive circuit so as to control said diffusing state and said transparent state of said display segments; and

a substantial range of emission of light from said emitting section of said light guide member is restricted by said conducting member.

13. (Amended) The LCD illuminating device according to claim 9, wherein:

said display panel includes a transparent substrate parallel to an optical axis of a lens for optically forming an image on said display panel, and

light emitted from said emitting section of said light guide member is incident onto said irradiated part which is located at an end surface of said transparent substrate.

14. (Amended) The LCD illuminating device according to claim 9, wherein:

said display panel includes a transparent substrate parallel to an optical axis of a lens for optically forming an image on said display panel, and

said light guide member is located in the vicinity of an end surface of said transparent substrate.

18. (Amended) The LCD illuminating device according to claim 12, wherein:

said light guide member is provided adjacent to either end portion of said display panel,

a thickness of said emitting section of one of said light guide member is substantially the same as a thickness of an end portion of said display panel at which no electrodes are provided, and

said LCD illuminating device further comprising:

a polarizing plate inserted between said display panel and said light guide member with the thickness of said emitting section being substantially the same as the thickness of said end portion of said display panel provided with no electrodes.